

## ORDER



**Orders**  
**Order / Rev:** 214714  
**Alt Order #:** 6864152  
**Product Desc:** MIKE OBRIEN 4 CONGRE  
**Estimate:** 634  
**Flight Dates:** 10/17/12 - 10/21/12  
**Original Date / Rev:** 10/16/12 / 10/16/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency Name:** Abar Hutton Media  
**Buying Contact:**  
**Billing Contact:**  
 6190 Grovedale Court  
 Alexandria, VA 22310

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Mike O'Brien For Congress (D)  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** P4  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN1569

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/19/12	9	\$4,525.00	\$3,846.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	9	\$4,525.00	\$3,846.25	0.00
<b>Totals</b>	<b>9</b>	<b>\$4,525.00</b>	<b>\$3,846.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WOOD	44%	\$4,525.00
Market	100%	\$10,284.09

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	40%	\$4,113.64
WXMI	6%	\$617.05
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	10%	\$1,028.41

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	10/18/12	10/19/12	5am Daybreak	CM	5a-6am	---TF--	:30	2	\$150.00	P4	0.00	NM	2	\$300.00
5A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---TF--			2			\$150.00		0.00			
E 2	WOOD	10/18/12	10/19/12		CM	10-11a	---TF--	:30	2	\$200.00	P4	0.00	NM	2	\$400.00

Order / Rev: 214714  
 Alt Order #: 6864152  
 Flight Dates: 10/17/12 - 10/21/12

Advertiser: POL/Mike O'Brien For Congress (D)  
 Product Desc: MIKE OBRIEN 4 CONGRE  
 Estimate: 634

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show 3											
				Today Show 3											
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---TF--					2	\$200.00		0.00			
E 3	WOOD	10/17/12	10/19/12	M-F 6p News	CM	6-630p	--WTF--	:30	3	\$1,125.00	P4	0.00	NM	3	\$3,375.00
				M-F News 8 @6p											
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$1,125.00		0.00			
E 4	WOOD	10/18/12	10/19/12	Noon News	CM	12-1p	---TF--	:30	2	\$225.00	P4	0.00	NM	2	\$450.00
				News 8 @ Noon											
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---TF--					2	\$225.00		0.00			
													Totals	9	\$4,525.00